

City of Kenmore, Washington

Media Relations and Marketing Services

Request for Proposals

Issued: January 20, 2015

Date Due: February 17, 2015

Time Due: 5:00 p.m. Pacific Standard Time



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1. Introduction

The City of Kenmore (“City”) is requesting proposals for the purpose of retaining a highly qualified and capable professional services firm or individual that can provide effective media relations and marketing advice and services that help to promote Kenmore for economic development, business investment and recreation/tourism.

1.1. Scope of Work

Media Relations: Generate positive media coverage through the following activities:

- Develop recommended strategies for messaging and targeting media organizations (print and electronic) to reach desired audiences
- Prepare or review staff-generated media releases and feature stories at the local/regional/national/international levels and engage targeted publications and media organizations to promote story placement
- Advise City on effective responses to the media on emerging issues and events
- Interface with Public Information Officers or consultants from other organizations on media strategy and media releases on high profile projects
- Provide regular status reports and updates to City staff on media opportunities and identify compelling issues that can be promoted to targeted media

Marketing:

- Create and/or update marketing or media kit material as needed
- Update key messages as needed

Website and Social Media Consultation:

- Advise on website and social media content and graphics as requested

1.2. Overview of City

Kenmore, Washington is located just north of Seattle at the north end of Lake Washington. Though the community of Kenmore was established over 100 years ago, the City of Kenmore was incorporated in 1998. The current population is 21,370. Kenmore’s exceptional location makes it very accessible to Seattle, Eastside and Snohomish County employment centers without bridge tolls.

Kenmore’s largest employer is Bastyr University, and other notable businesses include Kenmore Air (including the largest air harbor in the US) and Kenmore Camera. University of Washington Bothell and Cascadia College are nearby. Recreational choices abound, with the Burke Gilman Regional Trail, boating/kayaking on Lake Washington and the Sammamish River, and outstanding parks such as Saint Edward State Park.

The City’s Economic Development Strategy (2009) prioritized promoting Kenmore’s image to increase its profile in the business community and among site selectors. In the past several years the City has invested in marketing and media relations services,

which has resulted in increased coverage in regional business and other publications. Downtown redevelopment, transportation and streetscape improvements, waterfront recreation investments and the Kenmore Business Incubator are some Kenmore projects that have been featured in the coverage.

The City's new website will be launched in 1st Quarter 2015 and social media accounts are generating interest.

Visit the City of Kenmore website www.kenmorewa.gov for more information

Proposal Submittal Information

1.3. Preliminary Schedule

Milestone	Scheduled Date
RFP Published	January 20, 2015
RFP Submittal Deadline	February 17, 2015
Selection of Firm	March 2, 2015
City Approval of Contract	March 23, 2015

The City reserves the right to modify the schedule as the City in its sole discretion may determine necessary.

1.4. Proposal Quantities, Due Date, Time, Location

Submit two copies of the proposal responding to the RFP. Proposals are due in the office of the City Clerk no later than **5:00 p.m. Pacific Standard Time on Tuesday, February 17, 2015**. Proposals are to be marked "City of Kenmore Marketing and Media Relations." Proposals submitted after the deadline date and time will not be accepted. The official clock for submission of proposal responses is located at the Kenmore City Hall. All proposals and accompanying documentation will become the property of the City and will not be returned. Contractors accept all risk of late delivery of mailed proposals.

Submittal address:

City Clerk
Marketing and Media Relations RFP
City of Kenmore
18120 68th Ave NE
PO Box 82607
Kenmore, WA 98028

Electronic submittals are acceptable and should be sent to psafrin@kenmorewa.gov. Those submitting through email should notify the City Clerk at 425.398.8900 that the material is being sent so receipt of materials can be confirmed.

1.5. Communications with the City of Kenmore

Any questions regarding the submittal process and/or the technical aspects of the project may be made via e-mail to Nancy Ousley, Assistant City Manager at

nousley@kenmorewa.gov Only e-mail communications will be accepted. All responses will be provided via e-mail to all known bidders. Questions and responses will be shared with all firms that provide an e-mail address.

The City's RFP for Marketing and Media Relations Services will be available for review on the City's website, www.kenmorewa.gov, or at City Hall during regular business hours.

2. Proposal Format and Requirements

The proposal shall include the qualifications and components requested below. Information should be complete and demonstrate that the consultant can perform the professional work as requested. Proposals should not exceed 5 single-sided pages. Technical literature, resumes, and promotional material must be submitted in an appendix and are not included in the 5 page limit.

2.1. Introduction

Prepare a brief introduction including a general demonstration of understanding of the scope and complexity of the required work.

2.2. Personnel

Identify individuals and list qualifications of key personnel who would be assigned to this project. Detail experience in work related to the proposed assignment. Specify the Project Manager who will serve as a contact person.

2.3. Experience

Provide company contact information, how long you have been in business, and what services you provide. Identify and briefly describe related work completed in the last three years. Describe only work related to the proposed effort and include any examples of similar government agency projects. Include evidence of satisfactory and timely completion of similar work performed for past projects.

2.4. Pricing and Budget

Based on the preliminary scope of work, provide a breakdown of the estimated cost of this scope of work including expenditures for services, production, communication with client and any other costs. Contract costs and fees may be negotiated with the finalist(s).

2.5. Insurance

The consultant must agree to procure and maintain Commercial General Liability insurance, if required, which shall be written with limits no less than \$1,000,000 each occurrence.

2.6. Client References

Provide a minimum of three client references, with contact names and phone numbers, for which you have performed services comparable to those described in the scope of work.

2.7. Appendix (Note: not counted in overall page count)

An appendix with full resumes is allowed. The appendix material may or may not be considered as part of the selection process.

3. Evaluation Process

3.1. Review Process

A team of reviewers will rate proposals. After the proposals have been evaluated, the reviewing team will determine whether formal presentations and/or interviews are necessary, and if so, which consultants will be invited to participate. The review team will select a firm on or about.

3.2. Evaluation Criteria

Proposals will be ranked based upon the merits of the written proposal, the qualifications, experience, and references of the firm or individual, and the ability to perform within the stated budget. All proposals will be evaluated using the same criteria. Consequently, the City may select other than the lowest cost proposal. Each reviewer will award a score based on a 100 point total as follows:

- **Responsiveness:** The City will consider the materials submitted by the firm or individual to determine whether the proposal is in compliance with the RFP (10)
- **Cost** (10)
- **Relevant Experience:** The City will consider the materials submitted and other evidence it may obtain to determine the responder's ability and history of successfully completing contracts of this type, meeting projected deadlines, experience in similar work for a public entity, and ability to accept the City's standard terms and conditions (30)
- **Specific Experience and Client Service:** (30) Demonstrated experience and ability to work effectively with leadership and at times, technical staff to translate technical project details into compelling communication points; impeccable judgment and reliability in dealing with complex and sensitive policy communication issues; strong track record in media relations particularly with business and political communications; responsiveness and excellence in client service
- **References** (20)

The City reaffirms its right to make any selection it deems prudent, and further affirms its right to reject any or all proposals. Responding firms or individual participants acknowledge through their participation that such selection or rejection is not subject to protest or contest.

The successful firm or individual selected will perform a variety of duties as agreed upon in the final negotiated Scope of Work. The selected vendor and the City will finalize the contract terms and conditions. If the City and the selected consultant are unable to agree on terms and conditions at this point, the City may exercise its right to negotiate with other consultant.

4. Compensation

4.1. Payment Information

The successful proposer shall be required to sign a contract with the City in a form provided by and acceptable to the City. The Consultant shall be an independent contractor of the City.

Payment by the City for the services will be made after the services have been performed, an itemized billing statement is submitted in the form specified by the City and approved by the appropriate City representative, which shall specifically set forth the services performed, the name of the person performing such services, and the hourly labor charge rate for such person. Payment shall be made on a monthly basis, thirty (30) days after receipt of such billing statement.

5. Publication

Seattle Daily Journal of Commerce: January 20, 2015

Seattle Times: January 20, 2015

6. Terms and Conditions

1. All facts and opinions stated within this RFP and in all supporting documents and data are based on available information from a variety of sources. Additional information may be made available via written addenda and posted on the City's website throughout the process. All oral communication will be considered unofficial and nonbinding on the City. No representation or warranty is made with respect thereto.
2. It is the Consultants responsibility to check the City's website for issuance of any addenda prior to submitting a proposal response. Respondents to this RFP shall be responsible for the accuracy of the information they provide to the City.
3. The City reserves the right to reject any and all submittals, to waive minor irregularities in any submittal, to issue additional RFP's, and to either substantially modify or terminate the Project at any time prior to final execution of a contract.
4. The City shall not be responsible for any costs incurred by the respondent(s) in preparing, submitting, or presenting its response to the RFP or to the interview process.
5. Nothing contained herein shall require the City to enter into exclusive negotiations and the City reserves the right to amend, alter and revise its own criteria in the selection of a respondent without notice.
6. The City reserves the right to request clarification of information submitted and to request additional information from any respondent.
7. The City will not accept any submittal after the time and date specified on the RFP.

8. The qualifications of each member of the team are important criteria in the selection process. The selected team will not be allowed to substitute any members without prior approval by the City. The City, at its sole discretion, reserves the right to accept or reject proposed changes to the team.
9. In the interest of a fair and equitable process, the City retains the sole responsibility to determine the timing, arrangement and method of proposal presentations throughout the selection process. Members of the team are cautioned not to undertake activities or actions to promote or advertise their qualifications or proposal except in the course of City-sponsored presentations.
10. If negotiations are not completed with the top ranked team, negotiations may proceed with the next most qualified team or teams.
11. Upon selection of a qualified team through the RFP process, the City shall enter into a contract for services (based on an approved scope of services and budget) with the selected firm or individual on terms and conditions acceptable to the City. Until execution of a contract, the City reserves the right to cease negotiations and to start the RFP process again.
12. All submittals will become the property of the City and will become public documents subject to public disclosure with limited exceptions. Any information included in the proposal that is of a proprietary nature must be clearly marked as such. The City shall be held harmless from any claims arising from the release of proprietary information not clearly designated as such by the proposing firm. Notwithstanding the above, the City of Kenmore is a government body and its public records are subject to the provisions of the RCW. The Washington State Public Disclosure Act (RCW 42.17) requires public agencies in Washington to promptly make public records available for inspection and copying unless they fall within the specified exemptions contained in the act or are otherwise privileged. Qualifications submitted under the RFP process shall be considered public documents and, with limited exceptions, submittals that are recommended for contract award will be available for inspection and copying by the public.
13. The City of Kenmore encourages submittals from firms that demonstrate a commitment to equal employment opportunity. Minority- and women-owned businesses are encouraged to apply.